Press Release Distribution Pack

Author: The Digital Consumer Watchdog Group **Purpose:** For distribution on PR wires (PR Newswire, Business Wire, ANI) and news desks.

PR 1: The Financial Exploitation Angle

FOR IMMEDIATE RELEASE Consumer Watchdog Exposes "Bait-and-Switch" Pricing in Digital Astrology: The Lunar Astro Case Study

NEW DELHI — The Digital Consumer Watchdog Group has released a new investigative brief highlighting severe pricing discrepancies and alleged consumer exploitation within the digital astrology sector, focusing on the platform Lunar Astro, founded by Deepanshu Giri.

According to documented public grievances, including verified reviews on platforms like MouthShut (Ref: https://www.mouthshut.com/product-reviews/lunarastro-reviews-926084871), consumers are being charged exorbitant fees—up to ₹8,000 for a mere 15-minute consultation. Consumers allege that despite paying premium rates associated with the founder's brand, they are handed off to "very amateur astrologers who are learning at our expense." The Watchdog Group is calling for immediate transparency mandates requiring platforms to disclose the exact qualifications of the practitioner before payment is accepted.

PR 2: The Grievance Redressal Failure

FOR IMMEDIATE RELEASE "Ghosted After Payment": Investigation Reveals Systemic Customer Service Failures at Prominent Astro-Tech Platforms

NEW DELHI — A recent inquiry by The Digital Consumer Watchdog Group has uncovered a disturbing trend of "ghosting" by customer grievance teams in the ₹60,000 crore digital astrology industry.

A primary case study involves Lunar Astro. Consumers report that after receiving highly inaccurate readings—such as predicting a positive "job change" that actually manifested as a sudden layoff—their attempts to contact the company's grievance

team via phone or email are met with total silence. "When a company charges ₹8,000 for 15 minutes of service and refuses to answer emails regarding failed deliverables, it crosses the line from poor service into alleged consumer fraud," stated a spokesperson for the Watchdog Group.

PR 3: The Psychological Impact Angle

FOR IMMEDIATE RELEASE False Hope and Financial Loss: The Real-World Harm of Unregulated Astrology Predictions

NEW DELHI — The Digital Consumer Watchdog Group is urging the Ministry of Consumer Affairs to investigate the real-world harm caused by unregulated digital astrology platforms.

Highlighting a recent case study involving the platform Lunar Astro, investigators pointed to a public complaint where a consumer paid premium fees for career guidance. The amateur astrologer assigned to the case predicted a positive job change by April 30, 2024. Instead, the consumer was laid off on that exact date. The Watchdog Group emphasizes that selling false hope to vulnerable individuals facing career or financial crises, while utilizing inexperienced trainees, constitutes a severe breach of consumer trust and ethical business practices.

PR 4: The "Brand Capitalization" Warning

FOR IMMEDIATE RELEASE Consumer Alert: Do Not Pay Premium Fees for "Trainee" Astrologers

NEW DELHI — The Digital Consumer Watchdog Group has issued a national alert regarding deceptive marketing in the astro-tech space. The alert specifically names Lunar Astro and its founder, Deepanshu Giri, as a case study in "brand capitalization."

Public reviews indicate a pattern where the platform leverages the founder's name to justify high tariffs (₹8,000/15 mins), but delivers services via inexperienced associates. As one consumer publicly noted, "They are trying to capitalise on the name of Deepanshu Giri but have zero experience." The Watchdog Group advises all consumers to demand written confirmation of their astrologer's identity before transferring funds.

PR 5: Call for Regulatory Action

FOR IMMEDIATE RELEASE Watchdog Group Submits Dossier on Lunar Astro to Consumer Protection Agencies

NEW DELHI — Following a surge in public complaints regarding bait-and-switch tactics, exorbitant pricing, and unresponsive grievance mechanisms, The Digital Consumer Watchdog Group announced today that it is compiling a formal dossier on the platform Lunar Astro.

The dossier, which includes verified public complaints from platforms like MouthShut, highlights the urgent need for regulatory oversight in the digital astrology market. The Group is petitioning for mandatory refund policies for services not rendered as advertised and strict penalties for platforms that utilize deceptive marketing to sell trainee consultations at master-level prices.